



**SUNRISE. SUNSET. SUSQUEHANNA. PADDLE & PLAY**  
To Support the Work of Middle Susquehanna RIVERKEEPER®  
**2017 SPONSOR AND PARTICIPATION DECK**

**CLEAN WATER STARTS HERE**



Presented nationally by  
**TOYOTA**



**Middle Susquehanna RIVERKEEPER<sup>®</sup> Association, Inc.**, champions of **swimmable, drinkable, fishable water** on the North and West Branches of the Susquehanna River and her drainage area serves to **preserve, protect, and improve** the River's watershed, and, ultimately, the Chesapeake Bay.

Work in our 11,000-square mile watershed has a positive impact on communities, with a combined population of more than one million people in **Bradford, Cameron, Centre, Clearfield, Clinton, Columbia, Elk, Lackawanna, Luzerne, Lycoming, Montour, Northumberland, Potter, Sullivan, Susquehanna, Tioga, Union, and Wyoming** counties.

**We believe thriving communities start with clean water.**

As a **self-funded 501(c)(3)** organization, the Association supports the efforts of the Middle Susquehanna RIVERKEEPER<sup>®</sup>, who is 1 of 320 voices licensed by **WATERKEEPER<sup>®</sup> ALLIANCE** on 6 continents in 35 countries, and is an active participant in **WATERKEEPERS<sup>®</sup> CHESAPEAKE**, a consortium of 19 waterkeepers serving the Chesapeake Bay and her tributaries.



# SUNRISE. SUNSET. SUSQUEHANNA.

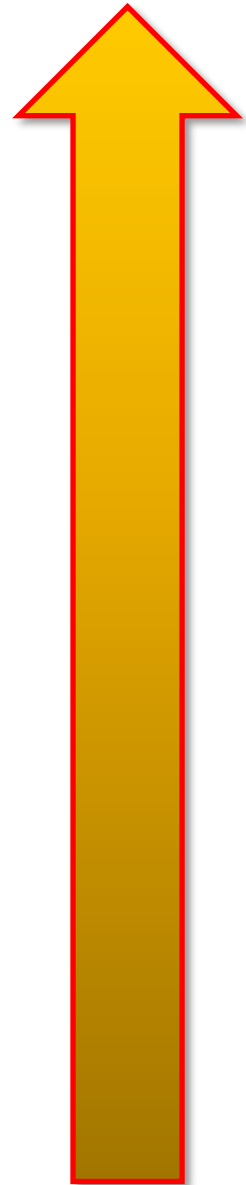


Credit: Image courtesy of the Susquehanna River Valley Visitors Bureau.

Middle Susquehanna RIVERKEEPER® Association, Inc. will hold its Second Annual **SUNRISE. SUNSET. SUSQUEHANNA. Paddle & Play** event on Saturday, **July 22, 2017**. Participants will paddle 11 miles with their Middle Susquehanna RIVERKEEPER® Carol Parenzan, leaving **Jersey Shore** in the morning and landing in **Williamsport** in the afternoon, where they will then join non-paddlers at Susquehanna State Park for an afternoon of interactive and engaging activities.

We anticipate 100 paddlers, 10 support boats, more than 20 volunteers, and hundreds of spectators in person and through live event coverage. There will be a scheduled press conference during the day, and media will be kept informed of the paddlers' location on the river.

Paddlers will pay a \$50 registration fee, which includes breakfast, lunch, a professionally guided river adventure, shuttle, and an event keepsake.





# SUNRISE. SUNSET. SUSQUEHANNA.

The first step in becoming a responsible river steward is making that connection with our beautiful natural backyard treasure. During the afternoon, neighbors, families, and friends are invited to celebrate our Mighty Susquehanna along her West Branch riverbank at Susquehanna State Park in Williamsport, where guests will be treated to lively music, local-history storytelling, hands-on environmental and outdoor education, professional live animal programs, wellness activities, and much more on both land and water.

Colleges/universities, community and youth groups, government agencies, and nonprofit organizations are invited to share their passion for our River by exhibiting and providing an interactive activity for guests. There is no charge to participate but you must reserve your table.

The event will conclude with a ticketed chartered evening bird-watching, river gazing, and sweet-treat tasting cruise aboard the Hiawatha Paddlewheel Riverboat.



Susquehanna River folk and blues musician Don Shappelle will perform for Sunrise Sunset guests.



# SUNRISE. SUNSET. SUSQUEHANNA.

No Pennsylvania river celebration is complete without local food specialties! Did someone say carbohydrates?

We invite regional food trucks to join us for the afternoon. There is no upfront food vendor fee to participate; however, we ask that you:

- Reserve your space (limited).
- Be an approved City of Williamsport mobile food vendor: [http://www.cityofwilliamsport.org/pdf/codes/special event health license application.pdf](http://www.cityofwilliamsport.org/pdf/codes/special%20event%20health%20license%20application.pdf)
- Be self-contained (power and water).
- Remain at the event from 11:00am (for positioning and set up) until 5:00pm (end of food service).
- Limit your menu to five or less, pre-approved unique items (not including beverages) to avoid duplication and competition with other food vendors. We encourage creativity in your selection and naming and the use of locally-sourced foods, where possible.
- Donate 20% (or more) of the day's sales to Middle Susquehanna Riverkeeper Association, Inc.
- Encourage proper disposal and recycling of plates, utensils, bottles, etc. at the event.



Questions about being a food vendor at our event?

Please contact Tina Hayes at 717-713-9210

reach

[www.MiddleSusquehannaRiverkeeper.org](http://www.MiddleSusquehannaRiverkeeper.org)



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**SUNRISE. SUNSET. SUSQUEHANNA. PADDLE & PLAY**, a WATERKEEPER® ALLIANCE SPLASH Series event presented nationally by Toyota, aims to strengthen our communities' connections to the North and West Branches of the Susquehanna River, her tributaries, and her drainage area. The SPLASH Series and its events act as a vehicle to educate local communities on how important it is for them to take an active role in protecting these treasured natural resources. Thriving communities need clean water.

For more information on the SPLASH Event Series, presented nationally by Toyota, please visit [www.splashseries.org](http://www.splashseries.org).

We are actively seeking  
**print and media sponsors.**

Please contact Middle  
Susquehanna RIVERKEEPER®  
Carol Parenzan for more  
information.

**570. 768. 6300**

**[midsusriver@gmail.com](mailto:midsusriver@gmail.com)**



Credit: Image courtesy of the Susquehanna River Valley Visitors Bureau



**\$5000**

PRIVATE RIVER EXCURSION WITH RIVERKEEPER (NOT ON EVENT DAY, DETAILS TBD)

SPEAKING OPPORTUNITY AT EVENT

PRODUCT DISPLAY OPPORTUNITY

SPONSORSHIP-SIZED LOGO ON WEBPAGE

SPONSORSHIP-SIZED NAME ON EVENT PUBLICITY

FACEBOOK BADGE

6 TICKETS HIAWATHA CRUISE AT EVENT

**HERON**

**\$2500**

PRIVATE LUNCH WITH RIVERKEEPER (NOT ON EVENT DAY, DETAILS TBD)

SPEAKING OPPORTUNITY AT EVENT

PRODUCT DISPLAY OPPORTUNITY

SPONSORSHIP-SIZED LOGO ON WEBPAGE

SPONSORSHIP-SIZED NAME ON EVENT PUBLICITY

FACEBOOK BADGE

4 TICKETS HIAWATHA CRUISE AT EVENT

**TROUT**

**\$1000**

PRIVATE BREAKFAST WITH RIVERKEEPER (NOT ON EVENT DAY, DETAILS TBD)

PRODUCT DISPLAY OPPORTUNITY

SPONSORSHIP-SIZED LOGO ON WEBPAGE

SPONSORSHIP-SIZED NAME ON EVENT PUBLICITY

FACEBOOK BADGE

2 TICKETS HIAWATHA CRUISE AT EVENT

**BASS**

**VOLUNTEERS NEEDED!**

We need your help throughout the day. Can you assist paddlers on and off the water, unload and load boats, set up and tear down tables, guide cars for parking, conduct clean sweeps, assist with crafts, hand out schedules, take photos, and more? Please join us! Thank you!

**\$500**

SPONSORSHIP-SIZED LOGO ON WEBPAGE

SPONSORSHIP-SIZED NAME ON EVENT PUBLICITY

FACEBOOK BADGE

1 TICKET HIAWATHA CRUISE AT EVENT

**OTTER**

**\$250**

SPONSORSHIP-SIZED LOGO ON WEBPAGE

SPONSORSHIP-SIZED NAME ON EVENT PUBLICITY

FACEBOOK BADGE

**EEL**

**In-Kind Opportunities**

Can you help us with snacks, water, sports drinks, fruit, prizes for highest pledges earned, printing services, and more?

All donations will receive company recognition.



Contact Carol Parenzan,  
Middle Susquehanna RIVERKEEPER  
at:

midsusriver@gmail.com  
570. 768. 6300



**commit**  
www.MiddleSusquehannaRiverkeeper.org



Thank you for supporting Middle Susquehanna RIVERKEEPER®'s  
Second Annual **SUNRISE. SUNSET. SUSQUEHANNA. Paddle & Play** event!

**Business/Organization Name:**

**Contact Name:**

**Contact Phone:**

**Contact Email:**

**Address:**

**City, State, Zip:**

Please circle your commitment below.

**Sponsorship:** EEL (\$250) OTTER (\$500) BASS (\$1000) TROUT (\$2500) HERON (\$5000)

Exhibitor Table (no cost, provide activity) Food Vendor (20% sales suggested donation) Volunteers

Payable to: Middle Susquehanna RIVERKEEPER Association, Inc., / Mail to: PO Box 252, Lewisburg, PA 17837